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# SOCIAL ELEMENT

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1988 General Plan

PLACENTIA



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# INTRODUCTION

## THE SOCIAL ELEMENT: A LIVING DOCUMENT

The Social Element, being the first of the Social Plan, is meant to be a living document which always reflect current interests. It reads once and then put aside, it becomes worthless and has only historical value. It cannot be regarded neither as complete nor as a final document. It was not written as such. Needs change and programs must be reevaluated. The Social Element, because it is one step in a dynamic process, will provide the mechanism for successive units.





## INTRODUCTION

### THE SOCIAL ELEMENT: A LIVING DOCUMENT

The Social Element, since it is part of the General Plan, is meant to be a living document which always reflect current thinking. If read once and then put aside, it becomes worthless and has only historical value. It should be regarded neither as complete nor as a fixed document; it was not written as such. Needs change and programs must be reevaluated. The Social Element, because it is one step in a dynamic process, will provide the mechanism to accomplish this.





## WHAT IS A SOCIAL ELEMENT?

Social services have been provided by cities for their citizens for many years. These include:

- . police protection
- . fire protection
- . libraries
- . parks
- . recreation programs

Thus, the idea of social service is not new. What is changing is the city's role in providing these services plus the scope of the services themselves. Some factors contributing to this changing concept are:

### 1. The Federal Government

The federal government is placing more responsibility for social service delivery on local jurisdictions through programs such as revenue sharing.

### 2. Increased Demand

The demand for social services has increased and so has the expense of providing them. The city can effectively coordinate efforts among various government and private agencies.

### 3. Complexity of Society

In today's complex society, the city is the jurisdiction closest to the people and is best able to assess their needs.





As recommended by the League of California Cities in its Action Plan Resolution No. 3 - Social Responsibilities of Cities:

Cities should assume the responsibility of assessing social needs within the city and insuring that delivery of social services is adequately commensurate with their needs. Cities should coordinate and evaluate social services by other governmental agencies and encourage and cooperate with the private sector. The strengthening of the social planning process at the local level would seek to eliminate the overlapping and duplication of services and identify service gaps.

The planning process focuses on:

1. The present -- usually through an inventory to determine current status;
2. The future -- as listed in goals and objectives; and
3. The means of proceeding from the present to the future -- by establishing policy.

THE SOCIAL ELEMENT WILL SET PUBLIC POLICY IN THE FIELD OF SOCIAL SERVICE PLANNING FOR THE CITY OF PLACENTIA.

Included within it will be:

- . a statement of goals and objectives
- . a needs assessment
- . a social profile of the city
- . an inventory of resources
- . an identification of service gaps
- . a program of implementation





## IS A SOCIAL ELEMENT NEEDED?

Historically, cities have been concerned primarily with their physical development. This has been reflected in the scope of city planning, most of which deals with the design of the physical environment. The General Plan has been the instrument used to guide future development and it has evolved into a series of state mandated elements. These are:

- Land Use
- Circulation
- Housing
- Conservation
- Open Space
- Public Safety
- Seismic Safety
- Scenic Highway
- Noise

Underlying these elements has been the unspoken belief that the physical environment exerts a major influence on social behavior; i.e., that a well-designed and well-ordered physical environment can alleviate many social problems. The physical environment can be and has been a factor in alleviating social problems; however, it cannot do so totally.

For example, urban renewal concentrated on physically reconstructing blighted areas in the belief that the problems of the inhabitants could be solved by moving them into new homes. This is neither true nor untrue--reconstruction of the physical environment plus attention to the social problems would probably have been a better approach.

Today, the realization has come that the urban environment is a complex interrelationship of many factors and no one should be emphasized at the expense of the others. The social factors







are equal to the physical factors and vice versa. To answer the question posed at the beginning of this chapter--yes, a social element is needed to complement the existing physical elements.







## GOALS AND OBJECTIVES

Six goals have been formulated to guide the City of Placentia in its social planning.

### GOAL 1: Determine Needs

- Objectives:
- a. Identify sections of the population needing assistance.
  - b. Identify neighborhoods in Placentia needing assistance.
  - c. Encourage citizen participation in preparing the needs assessment.
  - d. Elicit input from professionals in the human service field.

### GOAL 2: Inventory Current Resources

- Objectives:
- a. Identify public agency resources.
  - b. Identify private agency resources.
  - c. Identify available resources by function.

### GOAL 3: Meeting Needs

- Objectives:
- a. Coordinate needs with existing resources.
  - b. Identify service gaps.
  - c. Promote interagency cooperation.
  - d. Act as a broker/contractor for new services.
  - e. Develop new programs.

### GOAL 4: Implementation

- Objective:
- a. Develop methods of implementing the social element.

### GOAL 5: Evaluation

- Objectives:
- a. Provide for an annual review of policies and programs.
  - b. Encourage citizen participation in the evaluation process.





GOAL 6: Merge social with physical planning

Objective: a. Integrate the Social Element with the other elements of the General Plan.

The chapters to follow will expand upon each of these goals. The basic format will include:

- . a description of the goals; and
- . a discussion of each objective as it relates to achieving the goal.







# DETERMINE NEEDS

PLACENTIA





## GOAL 1: DETERMINE NEEDS

It is necessary to assess social needs for two reasons:

1. Needs can neither be met nor problems solved until they are first identified.
2. Resources are often limited. Therefore, a needs assessment can provide the information necessary for establishing priorities for resource allocation.

To date there is no one precise method of assessing needs. At best a consensus may be reached after considering various factors including statistics, citizen opinion and input from professional groups. Each of these has advantages and disadvantages.

Statistics have the advantage of being objective. Data from Placentia's January, 1976 special census will overcome the disadvantage that statistics become outdated. However, even this census does not contain data on all possible variables.

The advantage of using citizen opinion is that it reveals what the people involved consider to be their needs. A disadvantage is that citizen opinion is rarely unanimous and then the question becomes, what percentage of the population must state a need before it is added to the recognized list? These same advantages and disadvantages hold true for input from professionals and paraprofessionals in the social service field.

Thus, due to the nature of the difficulties in preparing a needs assessment, it is impossible to identify every need of every citizen. However, using the methods cited above, the attempt will be made to identify as many needs as possible.







Objective: Identify sections of the population needing assistance.

Table 1 summarizes the data from the 1976 special census. The statistics for age and family income are based on the entire population while those for ethnic origin and education refer only to the head of the household. Based on these statistics, Placentia is a city where:

- 41% of the population is under 19
- 41% of the families have an income between \$15,000 - \$25,000
- 81% of the heads of households are white
- 36% of the heads of households are college graduates

Table 2, population characteristics by census tract, reveals disparities in the population, especially in terms of income and education. The median income of the City is \$18,600. This varies by census tract from a low of \$9,100 to a high of \$23,600, the low being slightly less than half the figure for the City.

The Department of Housing and Urban Development categorizes yearly income (for a family of four) under \$7,800 as "very low" and incomes under \$11,999 as "low." Although family size is not indicated in the tables, 12 percent of the families in Placentia have incomes under \$7,999 while 23 percent have incomes under \$11,999.

Although 36 percent of the heads of households in the City are college graduates, Table 2 reveals that this varies from 5 percent to 52 percent in different census tracts. There are also variations in the percent of those under 5 (3.3% - 12.6%), over 65 (1.5% - 12.5%) and heads of households who speak only Spanish (0 - 8.0%).

This does not mean that anyone who is over 65, or speaks only Spanish or has only a grade school education has problems. However, those tracts with the lowest percentage of high school and college graduates have the lowest median incomes, the highest percentage of those over 65 plus the highest percentage of those who speak only Spanish. Therefore, taken in combination, these statistics seem to indicate that the aging, those with a lack of education and those with language difficulties are sections of Placentia's population that might need assistance.





Table 1: Population Characteristics of the City of Placentia  
Source: 1976 Special Census

Total Population: 31,281  
Median Age: 25.0  
Median Income: \$18,600

CATEGORY		% OF TOTAL
<u>Age</u>		
Under 5		7.4
5-19		34.4
20-44		38.4
45-64		16.0
65+		3.8
<u>Ethnic Origin*</u>		
Non-minority White		81.4
Black Heritage		1.1
Mexican & Spanish Heritage		13.7
American Indian Heritage		0.6
Oriental or Asian Heritage		1.6
Filipino Heritage		0.2
Other		1.4
<u>Family Income</u>		
\$ 0 - \$ 4,999		5.5
\$ 5,000 - \$ 7,999		6.9
\$ 8,000 - \$11,999		11.6
\$12,000 - \$14,999		10.8
\$15,000 - \$24,999		41.8
\$25,000 - \$49,999		22.0
\$50,000 or more		1.4

\*Head of household





Table 1: Continued

CATEGORY	% OF TOTAL
<u>Education*</u>	
None	0.8
Elementary 1-8	6.7
High School 1-4	27.4
College 1-3	28.4
College 4 or more	36.0
Other than above	0.7

\*Head of household



Table 2: Population Characteristics by Census Tract  
Source: 1976 Special Census

TRACT	% OF TOTAL POP.	% OF TRACT								MEDIAN INCOME
		ETHNIC ORIGIN <sup>1</sup>			EDUCATION <sup>1</sup>		AGE			
		Non-Min. White	Mex-Span. Heritage Total	Mono Span.	H.S. Grads	College Grads	Under 5	65+	Median	
117.01	2.1	92.6	3.7	0	97.5	48.1	4.7	2.0	29	23,600
117.02	25.8	93.4	2.3	0.2	94.9	52.7	7.5	2.3	27	23,200
117.03	13.6	80.2	12.8	0.7	83.4	30.5	8.8	5.2	26	15,000
117.04	16.4	52.0	44.0	8.0	59.1	11.0	12.6	8.6	23	9,400
117.05	12.4	89.6	5.0	0.4	94.8	48.6	9.4	1.5	25	21,000
117.06	14.8	88.5	6.8	0.3	91.2	34.1	10.0	1.7	26	18,800
218.01	0.1	*	*	*	*	*	*	*	*	*
218.03	5.5	91.8	5.6	0	91.2	33.4	9.3	1.5	23	22,100
218.04	3.3	60.5	34.5	4.6	50.2	5.2	8.9	12.5	29	9,100
CITY	100.0	81.4	13.7	2.4	84.9	36.0	7.4	3.8	25	18,600

<sup>1</sup>Head of Household.

\*Data unavailable.



Objective: Identify neighborhoods in Placentia needing assistance

Tables 3 and 4 give housing data for Placentia, by city and by census tract. Single units, which includes single-family houses, condominiums and townhouses, make up the largest percent of the housing stock. Building Department records reveal that condominiums and townhouses are approximately 12 percent of the total "one unit" figure. Therefore, the majority of houses in Placentia are single family detached homes. Apartments are concentrated in three census tracts and trailers in two.

Median monthly payment by owners for the entire city was \$262.00. Four of the nine census tracts within the city had medians higher than this figure, a fifth was almost similar and data was unavailable for a sixth. The medians for the three remaining tracts were lower, in two cases less than half the city-wide median (\$107.00 & \$124.00 vs. \$262.00). Although the numbers have changed since the 1970 Federal Census, a similar pattern existed then.

In addition to having the lowest median monthly payment by owners, census tract 117.04 also has the lowest percent of owner-occupied houses. Within this tract are the neighborhoods known as "Old Town" and "La Jolla." In 1974, these two plus a third, "Atwood" in census tract 218.04, were identified as those areas in which substandard housing is located.

A housing condition survey showed:

	<u>% Structures<sup>1</sup> Needing Major Repairs or Beyond Repair</u>	<u>% Premises<sup>2</sup> in Poor or Extremely Poor Condition</u>
Old Town	28.5	30.9
La Jolla	31.1	25.4
Atwood	45.8	52.5

<sup>1</sup>Structure = walls, roof, foundation, porches, paint, electrical

<sup>2</sup>Premises = fence, lot size, access, sidewalks, driveways, landscaping, refuse, animals, accessory buildings







Additional information regarding census tract 117.04 can be found in two County documents: The 1973 Report on the State of the County and the 1974 Report on the State of the County.

In the 1973 report, a series of complex statistical procedures was used to identify those census tracts in the County which had a high potential for becoming blighted. Census tract 117.04 was on this list.

The 1974 report "clustered" those census tracts for which there was similar statistical data. Census tract 117.04 was in Cluster 10, which contained 12 tracts out of a total of 391 in the County. This cluster had the highest proportion of persons of Spanish heritage as compared to the other clusters (there were a total of eleven), relatively low economic status, low educational attainment and high 1970 unemployment rate.<sup>3</sup>

<sup>3</sup>See both County reports for complete details of procedures and results.





Table 3: Housing characteristics of the City of Placentia  
Source: 1976 Special census

<u>Total Number of Housing Units:</u>	9,515
<u>Total Vacant:</u>	437
<u>Total Number of Households</u>	9,078

HOUSING TYPE	% OF TOTAL	% VACANT	POP. PER HOUSEHOLD
1	78.5	4.7	3.75
2-4	6.1	3.6	2.86
5+	10.7	4.9	2.34
Trailers	4.7	3.1	1.71

- 1 = single family houses, condominiums, townhouses  
 2-4 = duplexes, triplexes, fourplexes  
 5+ = structures containing five or more units



Table 4: Housing Characteristics By Census Tract  
Source: 1976 Special Census

TRACT	% OF Total HOUSING	TYPE OF HOUSING (% OF TRACT)				% HOUSING UNITS		MEDIAN PAYMENT	
		1	2-4	5+	Trailers	Owner	Renter	Owner	Renter
117.01	2.0	100.0	0	0	0	98.3	1.7	276.00	350.00
117.02	24.6	99.9	0.1	0.1	0	97.4	2.6	292.00	326.00
117.03	16.0	67.1	12.9	20.0	0	69.4	30.6	204.00	186.00
117.04	17.8	46.9	16.6	20.2	16.3	53.9	46.1	107.00	154.00
117.05	17.6	76.8	0.9	22.3	0	76.9	23.1	291.00	248.00
117.06	13.6	100.0	0	0	0	95.9	4.1	260.00	278.00
218.01	0.1	80.0	20.0	0	0	100.0	0	*	*
218.03	4.8	82.4	17.6	0	0	85.5	14.5	290.00	234.00
218.04	3.5	48.3	0	0	51.7	85.2	14.8	124.00	114.00
CITY MEDIAN								262.00	181.00

\*Data unavailable.





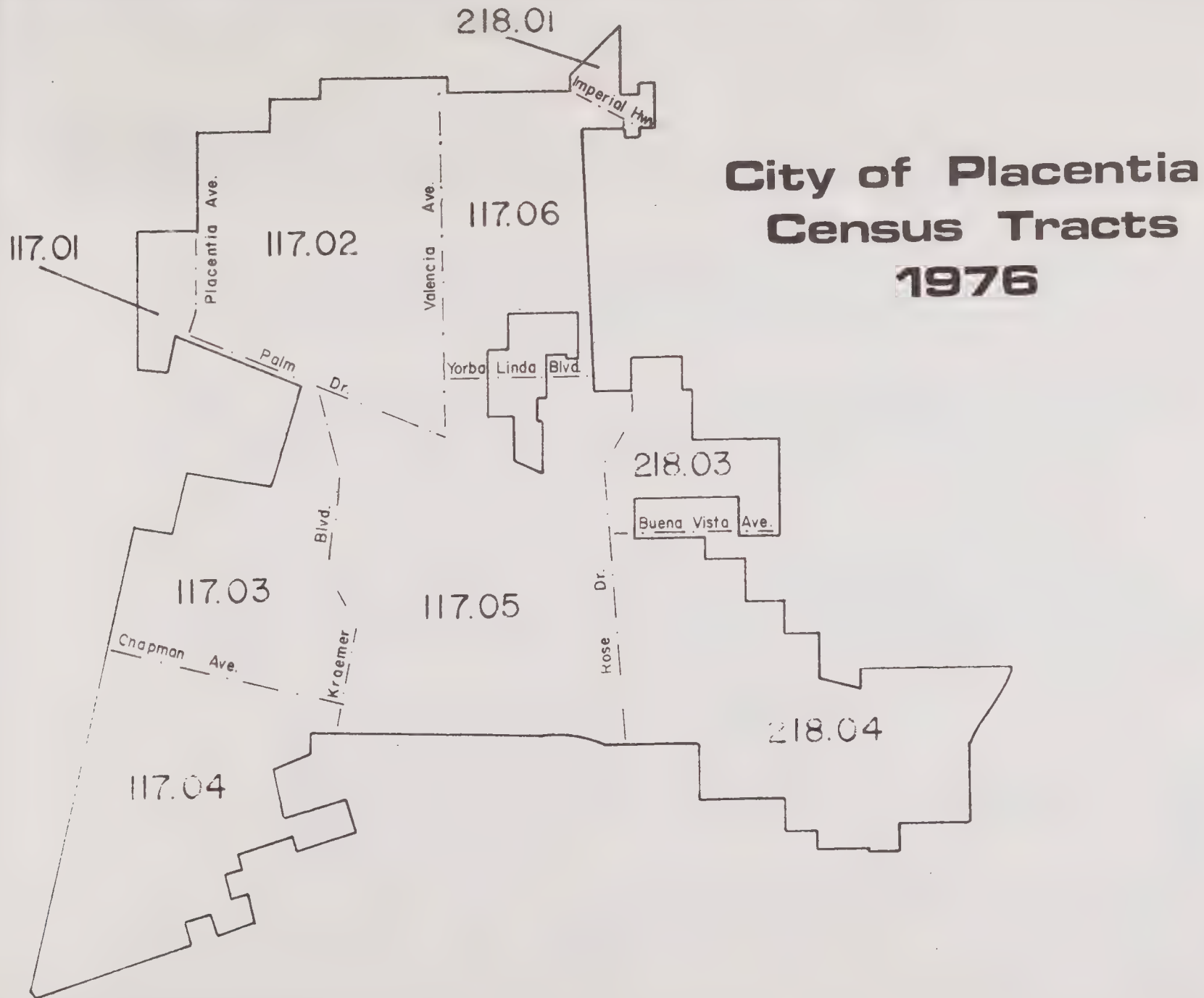


Figure 1



Objective: Encourage citizen participation in preparing the needs assessment.

What needs do the citizens themselves feel they have? Are they similar to those revealed in the statistical analysis? Citizen opinion may be solicited through questionnaires, surveys, and public meetings. The results from these methods may not always be comparable, however, because the answers often depend upon the questions which were asked.

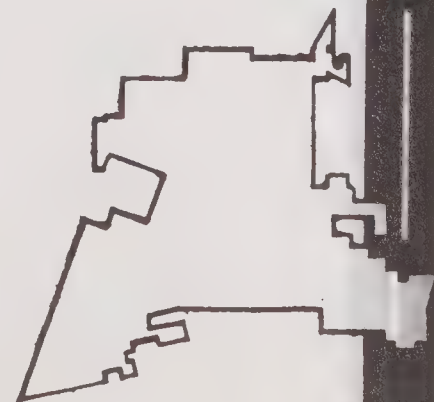
For example, a questionnaire which asks the respondents to rank a series of needs ranging from most to least needed may elicit different responses than a survey which asks, "What services are most needed in your city?" Thus, the data collected may not be definitive, but it can be used as a guideline.

#### Mail Survey

Part of the procedure for applying for a grant under the Housing and Community Development Act of 1974 involved a mail survey of the citizens of Placentia. Postcards were mailed to all the households in Placentia in January, 1975, asking whether the need was slight or great in the following five general areas:

1. Purchasing property for urban renewal.
2. Constructing neighborhood parks and playgrounds.
3. Installing sewer lines, utilities, streets to upgrade homes.
4. Special projects for senior citizens and the handicapped.
5. Improving community services for low and moderate income residents.

A total of 507 cards were received; improving community services for low and moderate income residents ranked first while installing sewer lines, streets, etc., ranked second.





## SMILE Project

From 1971 to 1974, a combined federal, county and city funded Community Services Project known as SMILE (Something Meaningful in Local Effort) operated within Placentia. The project conducted citizen surveys in order to identify community problems and needs. In 1974, 229 adults and 173 eleventh graders were randomly selected and given a list of reported problems which they were asked to rank in order of seriousness.<sup>4</sup> The top ten ranked problems for both groups were:

### Adults

1. Use of marijuana
2. Cost of medical care
3. Lack of jobs for young people
4. Drugs other than marijuana
5. Quality of public transportation
6. Problems of youth
7. Atmospheric pollution
8. Crimes against property
9. Shortage of gasoline
10. Juvenile delinquency

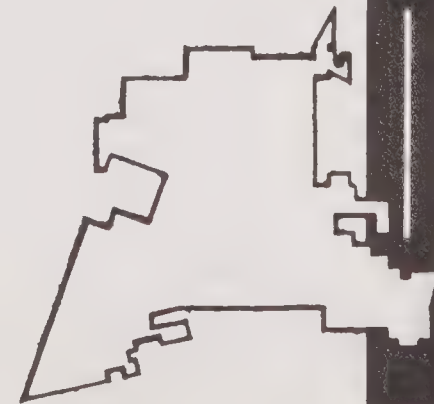
### Youth

1. Atmospheric pollution
2. Shortage of gasoline
3. Cost of medical care
4. High property taxes
5. Crimes against property
6. Jobs for young people
7. Cost of transportation
8. Youth conflicts with police
9. Juvenile delinquency
10. Finding things to do, ways to spend time beneficially and usefully

Six of the ten problems can be found on both lists:

1. Cost of medical care
2. Lack of jobs for young people
3. Atmospheric pollution
4. Crimes against property
5. Shortage of gasoline
6. Juvenile delinquency

<sup>4</sup>For the complete list and additional details of the survey, see Assessing the Results of Social Innovation: A Final Evaluation Report of the Orange County Community Services Project. G. Ronald Gilbert, Regional Institute in Social Welfare, USC.







The SMILE Project also conducted a survey in Atwood in 1973. This survey was a door-to-door interview; questions were asked by a team composed of an individual from the community and a SMILE staff member. Sixty-four households out of 108 responded. The five areas that particularly concerned the residents of Atwood were:

1. Health needs, low-cost medical care.
2. Need for neighborhood improvements (parks and sidewalks).
3. Employment, vocational training program for youth.
4. Education, tutoring services.
5. Need for home improvement by landlords.

#### County Survey

The 1974-75 Report on the State of the County, Working Document No. 3, was prepared by the Orange County Administrative Office "to begin implementation of a human services needs assessment process in Orange County," (page 1). A computerized list of households by address and postal zone was used to select a random sample of 2,009 households in Orange County. The questionnaire presented a list of 17 service categories; respondents indicated which they wished increased, decreased or left the same.

The County used an arbitrary cutoff point of 75 percent to indicate a strong desire for increase of services. Based on this, the respondents from Placentia indicated the greatest desire of any city for service increases: 7 out of the 17 listed. These are:

1. Consumer assistance services
2. Drug abuse services
3. Employment placement/training
4. Public transportation services
5. Special services for children
6. Special services for senior citizens
7. Special services for veterans



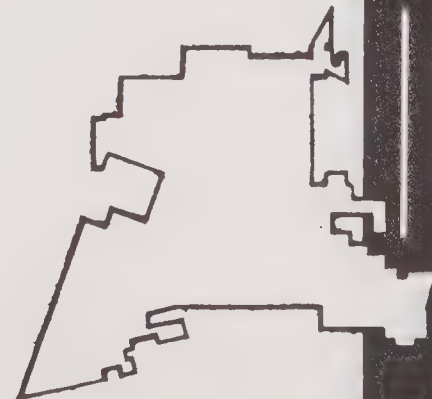


Objective: Elicit input from professionals in the human services field.

Included within the 1974-75 Report on the State of the County is a survey of professionals and paraprofessionals involved in the delivery of human services in Orange County.

A panel of these experts began with an open-ended question regarding service needs which then evolved into a list of 51 broad human services needed in the County. The 51 needs were then ranked in order of importance with the following being top ranked:

- . Employment opportunities for youth, ethnic, minorities, veterans and senior citizens.
- . General medical and health care for the aged, low income persons, youth and women.
- . Housing assistance for low and moderate income groups.
- . Expanded public transit system.





# INVENTORY

PLACENTIA







## Summary

Statistics, opinion surveys and questionnaires have been received in order to determine the social needs of the citizens of Placentia. No one mathematically precise list can be presented, however, due to the nature of the assessment process. What can be presented are areas of concern together with identification of those neighborhoods within the City which seem to need assistance.

As noted earlier, the statistics for education and income based on the entire population paint a favorable picture of the City. When looked at in depth, there are differences, however, and the following are areas of concern:

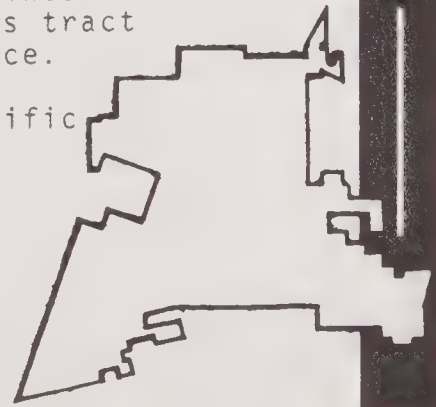
1. Wide disparities in level of education of the head of the household.
2. Wide disparities in family income.
3. Concentration of elderly in specific neighborhoods.

These primary concerns are interrelated and lead to others such as:

4. Employment opportunities.
5. Cost of medical care.
6. Public transportation system.
7. Adequate housing.

Census tracts 117.04 and 218.04, which have the lowest levels of income and education and the greatest percent of elderly, together with census tract 117.03, seem to be those sections of the City most in need of assistance.

Although the need for assistance has been stated in terms of specific neighborhoods, the City of Placentia recognizes that the above listed concerns must be addressed as part of its social responsibility to all its citizens.





## GOAL 2: INVENTORY OF CURRENT RESOURCES

Funds to provide the services to meet the needs identified in the previous chapter are often limited. Therefore, in order to use them to best advantage and prevent duplication and overlapping, an inventory of current available resources is necessary.

Currently there are over 50 agencies and groups operating in Placentia. They provide services ranging from Alcoholics Anonymous to the Youth Employment Service and serve many segments of the population. In addition, there are services operating in the surrounding area which are available to the citizens of Placentia.

NOTE: Any list of current resources is a fluid one, subject to change, because new agencies are created, old ones cease to function and many that remain add or drop specific services.





Objective: Identify Public Agency Resources

State

Cooperative Extension Service Courses  
Employment Development Department  
Regional Occupational Program

County

Department of Social Services  
Employment Specialist  
Legal Aid Interviewer  
Mental Health Team  
Orange County Health Department  
Orange County Housing Authority  
Orange County Office of Consumer Affairs  
Orange County Probation Department  
Summer Youth Employment Program

City

Placentia Office of Social Services  
Placentia Police Department  
Placentia Recreation Department

School Districts and Library

North Orange County Community College District and Library  
Placentia Library District and System Services  
Placentia Unified School District







Objective: Identify Private Agency Resources

Alcoholics Anonymous  
Alpha Center  
Big Brothers of Orange County  
Bob-etts  
Boys Scouts  
Boys Club  
Camp Fire Girls  
Casa Placentia  
Catholic Big Brothers  
Child Guidance Center  
Dial-a-Friend  
El Teatro Espiritu de Aztlan  
Emotional Health Anonymous  
Family Crisis Center  
FISH Organizations  
Free Medical Clinic  
Girl Scouts  
Green Valley Day Care Center  
Junior All American Football  
Junior United Soccer Association  
Lend-a-Hand  
Little League  
Meals on Wheels  
Ministerial Association  
North Orange County Volunteer Bureau  
Orange County Fair Housing  
Placentia Athletic Club  
Placentia Senior Citizens Club  
Presbyterian Church Pantry  
Providence Speech and Hearing  
Retired Senior Volunteer Program  
St. Joseph's Church Youth Worker  
St. Joseph's Senior Citizen Club  
Teenage Resource Center  
We Share  
XYZ Senior Citizens Club  
YMCA  
Youth Employment Service





Objective: Identify Available Resources by Function

Alcoholism Services

Alcoholics Anonymous

Clothing

Lend-a-hand  
We Share

Education

Adult Education Classes - North Orange County Community College District  
and Placentia Unified School District  
Cooperative Extension Service Courses  
Placentia Library Services  
Regional Occupational Program

Employment

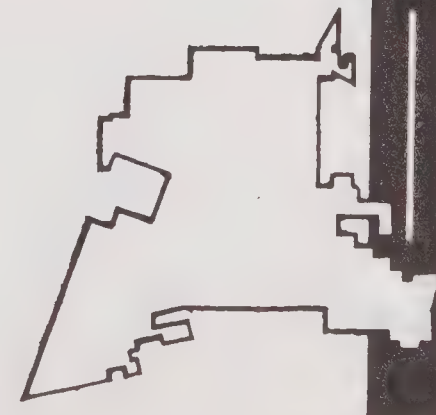
Employment Development Department  
Employment Specialist  
Regional Occupational Program  
Summer Youth Employment Program  
Youth Employment Service

Financial Aid

Orange County Department of Social Services  
St. Vincent de Paul Society  
Salvation Army

Food

Meals on Wheels  
Presbyterian Church Pantry  
St. Vincent de Paul Society  
Salvation Army





### Housing

Orange County Fair Housing  
Orange County Housing Authority

### Information and Referral Services

Casa Placentia  
Dial-a-Friend  
Placentia Social Services Office

### Legal

Legal Aid Interviewer

### Medical

Free Medical Clinic  
Providence Speech and Hearing  
Public Health Nurse  
Well Baby and Immunization Clinic

### Mental Health and Counseling

Alpha Center  
Child Guidance Center  
Emotional Health Anonymous  
Family Crisis Center  
Mental Health Team  
Ministerial Association  
School Resource Officers

### Senior Citizens

Placentia Senior Citizens Club  
St. Joseph's Senior Citizens Club  
Spanish Senior Citizens Club  
XYZ Senior Citizens Club







## Transportation

FISH

## Volunteers

Junior Round Table

Kiwanis

North Orange County Volunteer Bureau

Retired Senior Volunteer Program

Senior Round Table

## Youth Programs

Alpha Center

Big Brothers of Orange County

Bob-etts

Boy Scouts

Camp Fire Girls

Casa Placentia

Catholic Big Brothers

El Teatro Espiritu de Aztlan

Girl Scouts

Green Valley Day Care Center

Junior All-American Football

Junior United Soccer Association

Little League

Placentia Athletic Club

Placentia Recreation Department

St. Joseph's Church Youth Worker





# MEET NEEDS

PLACENTIA





### GOAL 3: MEETING NEEDS

There are many roles a city can assume to insure adequate delivery of social services to its citizens. Some of these include:

1. Coordinator--the city leads in matching needs with available resources.
2. Broker/contractor--the city negotiates with other agencies to provide a needed service.
3. Provider--the city develops a needed program and may either fund it on its own or seek state and federal aid.

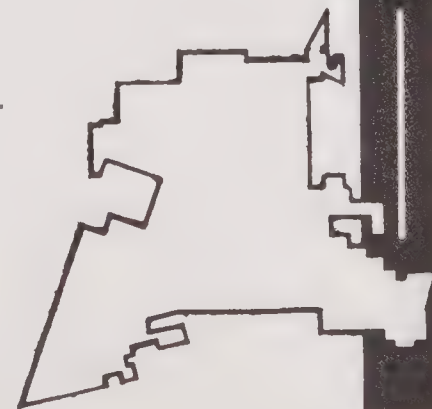
These roles form a hierarchy where the expense, complexity of operation and uncertainty of success increases from coordinator, through broker, to provider.

Providing services through coordinating needs and available resources can be the least expensive, least complicated process and prove a success because:

- a. The service already exists.
- b. It has proved itself over a period of time.

As a broker/contractor, the city can work to bring an existing resource into the city or arrange for another agency to provide a new service for the city. In both cases expenses are reduced because the city usually is responsible for funding only a portion of the program.

When the City acts as a provider, it takes the initiative in developing a new program. Since state and federal funds are often used, there may be many delays before the program is actually put into operation.





## Objective: Coordinate Needs with Existing Resources

Can identified needs be met with existing resources? In these times of increasing demands and limited funding, the answer to this question takes on greater significance. One of the city's roles in seeing that social services are provided may be to act as a coordinator to bring needs and resources together. Through coordination, a city can eliminate existing overlapping, duplication and fragmentation of services and clear the way for funding of necessary programs.

Many times the coordinating of needs and resources involves nothing more than publicity; i.e., the resource exists, but no one knows about it because of a lack of communication.

Publicity means more than just a newspaper article, however, because sometimes the very people the service is meant for do not read these announcements. For example, senior citizens may not buy newspapers for reasons of economy and other citizens may not read the story because of a language barrier.

The Placentia Office of Social Services is aware of this and has used the following methods, in addition to the traditional press release, to make the community aware of available services:

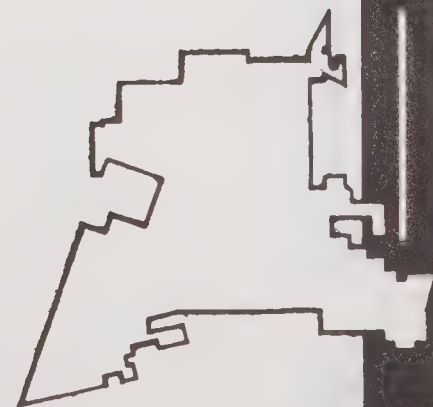
1. Regular notice in the community calendar section of two local newspapers.
2. Community bulletins in English and Spanish distributed door to door in various sections of the city.
3. Announcements on the local radio station.
4. Coordination with the Recreation and Maintenance Services Department brochure.
5. Distribution of information at high schools.
6. Distribution of information at Civic Involvement presentations.







The Social Services Office has also developed a comprehensive information and referral system so that when an individual calls either the office or one of the community centers, if there is an existing resource, it can be matched to his or her need.





## Objective: Identify Service Gaps

Once needs have been coordinated with existing resources, there may be areas where there are no matches; i.e., a need is not being met. These are the service gaps. Identification of these gaps is important because the action the city must take to close the gap will be based on this. Questions to be answered include:

1. How many people are affected by the gap?
2. Is it an immediate need (food, employment) or a long-term need (education, recreation)?
3. Can an existing resource be diverted or converted to meet the need?
4. Is there another agency meeting this need elsewhere?
5. Is an entirely new service necessary?

Once these questions are answered, some appropriate action is usually indicated.





Objective: Promote Interagency Cooperation

There are federal, state, county, city and private agencies which provide social services. While they may operate within an exclusive geographic area, the services they provide often can and do overlap and duplications are common. At any one time, there is a bewildering array of agencies and programs to choose. For example, over 130 agencies were contacted by the Placentia Office of Social Services during its first year of operation.

Better communication and cooperation among agencies is essential and can have these positive results:

1. An existing resource to meet unmet needs may be discovered.
2. Duplication of programs can be eliminated thereby releasing funds for other programs.
3. The agency best suited to provide a new service can be identified resulting in greater efficiency.

An example of interagency cooperation is the Placentia Coordinating Council which is composed of representatives of social service agencies and civic organizations. It meets once a month to exchange information about services.





Objective: Act as a Broker/Contractor for New Services

When a city acts as a broker/contractor, it arranges for the local availability of social services. This can be done in many ways including the following:

1. Provide the physical space for a continuing service.

Example: The Orange County Health Department utilizes the Chester I. Whitten Community Center one day per month for a well baby and immunization clinic.

2. Bring a previously unavailable service into the city.

Example: A branch office of the Orange County Office of Consumer Affairs now operates one day a week at the Social Services Center.

3. Arrange with agencies and organizations to provide new services for the city.

Example: Emotional Health Anonymous conducts group discussions one day a week at the Gomez Center.

4. Seek outside sources of funds to provide needed services.

Example: Applications were submitted for funds from programs such as Title IX of the Older Americans Act (Federal Government) and the Orange County Adult Work Experience Program.

To date, the Placentia Social Services Office has not negotiated a contract with an agency/organization to provide a needed service.





Objective: Initiate and Fund New Programs

There seems to be no shortage of ideas and programs for new services which cities need and/or would like to have; the shortage is in funding. Therefore, priorities have to be established and all other possibilities investigated so that the limited available funds are spent on programs that are not only worthy, but that can give the greatest return.

At the present time, there are no plans for new programs which will be funded entirely by the City of Placentia. The City will, however, participate in an Orange County Revenue Sharing program by providing matching funds for a nutrition project for senior citizens entitled, "Project T.L.C." (Transportation, Lunch and Counseling). Placentia's matching funds will go towards the purchase of a maxi-van--the "transportation" part of the project.





# IMPLEMENTATION

PLACENTIA





#### GOAL 4: IMPLEMENTATION

A general plan sets policy which must then be implemented. There is no one single method of implementation. Therefore, many will be used to implement the policy set by the Social Element in the field of human services planning.





## Objective: Develop Methods of Implementing the Social Element

In June, 1974, the City of Placentia established an Office of Social Services. From its inception, the office has been responsible for the coordination of social service programs throughout Placentia. The list of objectives of the Social Services Office (which follows) reveals that many are similar to those in the Social Element. Implementation of these objectives will coincide with implementation of the Social Element. Other means may be developed should specific needs arise.

### Objectives of the Social Services Office

1. Establish and maintain contact with public and private agencies involved with social services.
2. Continually assess Placentia's social service needs.
3. Develop and maintain a community information and referral system.
4. Provide individual social service assistance.
5. Publish and disseminate written material to the general public regarding available social services.
6. Arrange for the local availability of social services.
7. Arrange for the provision of comprehensive recreational, health and social programs at the Whitten and Gomez Community Centers.
8. Assist in the development of new services.
9. Explore sources of funding to provide needed social services within the community.
10. Coordinate efforts with existing social service agencies.
11. Investigate special social service problems.





12. Maintain regular organizational participation with selected social service agencies.
13. Attend special meetings and conferences on related social service subjects.
14. Participate in special training opportunities as they become available.
15. Host special social service meetings.

For a fuller explanation of the above objectives and specific details of implementation, see the Placentia Office of Social Services 1974-75 Annual Report (Appendix I).





# EVALUATION

PLACENTIA







## GOAL 5: EVALUATION

Neither the world nor the people in it are static. Ideas, goals, agencies and projects change through time. What was once valid for a particular place or group of people may no longer be so. However, unless there is a policy of review and evaluation, this will never be known.





Objective: Provide for an Annual Review of Policies and Programs

At least once a year, the Social Element should be reviewed. The following questions should be posed:

- . Does the City of Placentia still have the same goals and objectives?
- . Should any be dropped?
- . Should new ones be added?
- . Have there been new techniques developed for doing a needs assessment?
- . Is new information about Placentia available?
- . Have the established programs been effective in meeting the needs of the citizens?
- . What techniques are used to increase this effectiveness?





Objective: Encourage Citizen Participation in the Evaluation Process

With the appropriate statistics it is sometimes simple to measure the effectiveness of a program. For example: Has the unemployment rate been affected by some new program?

However, there are many programs and services which cannot be evaluated statistically because not all benefits are measurable. The value of companionship, an improvement in self-image, the worth of an athletic program, these are not yet easily plugged into a computer.

Therefore, it is essential to know the opinions of the recipients of a service. A vital part of the evaluation process must be listening to them and noting their suggestions.





# INTEGRATION

PLACENTIA







## GOAL 6: INTEGRATE SOCIAL WITH PHYSICAL PLANNING

In the past, physical planning was emphasized; references to social planning were few and far between. Physical planning has accomplished much that is good in cities, but since it was only part of the process, there were gaps. Social planning is meant to fill in these gaps. The key words are "fill in"; social planning is meant to complement, not supplant physical planning. Both are necessary for good planning.





Objective: Integrate the Social Element with the Other Elements of the General Plan.

The elements of a general plan are written as separate documents; however, each one affects and is in turn affected by the others. For example, a housing development may change land use and circulation patterns, intensify demand for open space, create more noise, etc. Although the elements focus on such topics as, "land use," "housing," and "circulation," which are interrelated, they are meaningless without people--people who use the land, live in the houses and ride on the streets.

The Social Element may focus on "people" yet it will not lose sight of the fact that people do not operate in a vacuum.





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